2. The incorporation by reference in 14 CFR 71.1 of the Federal Aviation Administration Order 7400.9C, dated August 17, 1995, and effective September 16, 1995, is proposed to be amended as follows:

Paragraph 6005 Class E airspace areas extending upward from 700 feet or more above the surface of the earth. * * * * * *

AEA WV E5 Elkins, WV

Elkins-Randolph County-Jenings Randolph Field Airport, WV

(Lat 38°53'22" N, long. 79°51'25" W) That airspace extending upward from 700 feet above the surface within a 11-mile radius of Elkins-Randolph County-Jennings Randolph Field Airport.

* * * *

Issued in Jamaica, New York, on November 30, 1995.

John S. Walker,

Manager, Air Traffic Division.

[FR Doc. 95–29352 Filed 11–30–95; 8:45 am] BILLING CODE 4910–13–M

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Food and Drug Administration

21 CFR Parts 801, 803, 804, and 897

[Docket No. 95N-0253]

Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco Products to Protect Children and Adolescents: Findings of the Focus Group Testing of Brief Statements for Cigarette Advertisements

AGENCY: Food and Drug Administration, HHS.

ACTION: Notice of findings.

SUMMARY: The Food and Drug Administration (FDA) is announcing the findings of focus groups concerning the brief statements that would be required on all cigarette advertising. On August 11, 1995, FDA issued a proposed rule which, among other things, would require cigarette advertising to carry a brief statement on the relevant warnings, precautions, side effects, and contraindications pertaining to cigarette use. The agency said it would perform extensive focus group testing on the proposed brief statement. This document announces the findings of that focus group testing.

DATES: Written comments by January 2, 1996.

ADDRESSES: Submit written comments to the Dockets Management Branch (HFA–305), Food and Drug Administration, rm. 1–23, 12420 Parklawn Dr., Rockville, MD 20857. **FOR FURTHER INFORMATION CONTACT:** Philip L. Chao, Office of Policy (HF–23), Food and Drug Administration, 5600 Fishers Lane, Rockville, MD 20857, 301–827–3380.

SUPPLEMENTARY INFORMATION: In the Federal Register of August 11, 1995 (60 FR 41314), FDA published a proposed rule that would restrict the sale and distribution of cigarettes and smokeless tobacco products in order to protect children and adolescents. The proposed rule, among other things, would require cigarette advertising to carry a brief statement, such as "About one out of three kids who become smokers will die from their smoking." The preamble to the proposed rule stated that FDA would conduct focus group testing of this proposed brief statement to evaluate the content and various formats for the brief statement to determine if the warnings are communicated effectively (60 FR 41314 at 41338). FDA also stated that it would base the design, format, and content of the brief statement which is required by section 502(r) of the Federal Food, Drug, and Cosmetic Act on all advertisements and other descriptive printed matter pertaining to restricted devices) on the results of the focus group testing and on comments to the proposed rule.

FDA has completed the focus group testing and, through this document, is announcing the focus groups' findings. FDA will use the report, as well as comments submitted on the report, to determine the design, format, and content of the brief statement when preparing a final rule. The report is accompanied by sample graphics illustrating how a brief statement might be presented and by two moderator's guides.

Interested persons may on or before January 2, 1996, submit to the Dockets Management Branch (address above) written comments on the focus group report. Two copies are to be submitted, except that individuals may submit one copy. Comments are to be identified with the docket number found in brackets in the heading of this document. Received comments may be seen in the office above between 9 a.m. and 4 p.m., Monday through Friday.

The report, entitled, "Findings of the Focus Group Testing of Brief Statements for Cigarette Advertisements," is as follows:

Executive Summary

Macro International, a research firm which provides survey, market research, and focus group services worldwide, was awarded a contract from the U.S. Food and Drug Administration (FDA) to conduct a series of focus groups with adolescents to compare and evaluate brief statements directed to teens that address the risks of smoking. Macro has done nationally-representative surveys and demographic studies in 80 countries and has offices with state-of-the-art focus group facilities in its headquarters outside Washington DC, New York City, Moscow, Warsaw, Prague, Budapest, and Burlington VT.

This contract included two series of focus groups. The purpose of the first series of groups, held in Calverton, Maryland, was to examine a number of brief statements about smoking to determine which of several kinds of messages teens found most compelling. The purpose of the second series of focus groups, held in cities around the U.S., was to evaluate a shortened list of messages and consider methods of presentation that would be most effective in informing teens about the risks of smoking. Participants in these focus groups were 12-17 year old males and females, and included both smokers and nonsmokers. The focus groups were held during October and November, 1995.

I. Assumptions and Basic Perceptions of Adolescent Smoking

According to the participants in the focus groups, smoking among teenagers is widespread. Almost all teens will try smoking at some point during their adolescence. There is little stigma attached to experimentation with smoking, since many teens consider it to be a "rite of passage" Few teens who are just beginning to smoke consider themselves at risk for becoming addicted to cigarettes because they are convinced that they can quit at any time. The groups said that teens try smoking because of peer pressure; the desire to do something that they perceive to be an adult activity; and as a way to rebel against their parents, either overtly or covertly.

Some of the focus groups did have active, regular smokers as part of the group, and the attitudes about smoking expressed by these participants was quite different than those expressed by non-smokers or occasional smokers. Participants who indicated that they were regular smokers did not mention any of the reasons given by "social smokers" as their reasons for smoking. They do not smoke in groups, nor do they smoke for social acceptance. Rather, they smoke because it "calms them down" or satisfies a physical need. Non-smokers or infrequent smokers indicated that they felt most people could stop smoking at any time; the teens who said they were addicted to smoking made it clear that, for them, smoking was no longer a matter of choice but a matter of need.

II. Perceptions of Cigarette Advertising

All of the groups expressed familiarity with the cigarette advertisements shown to them, and many were aware of incentive programs sponsored by major cigarette manufacturers, whereby cigarette smokers could receive clothing items or other products by cashing in "Camel dollars" or "Marlboro miles" for products from a catalog. The focus groups said that they felt the